

Message Text

UNCLASSIFIED

PAGE 01 MEDELL 00039 072041Z

73

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W
----- 072527

R 071540Z FEB 75
FM AMCONSUL MEDELLIN
TO SECSTATE WASHDC 1010
INFO USDOC WASHDC
AMEMBASSY BOGOTA
AMCONSUL CALI

UNCLAS MEDELLIN 0039

E.O. 11652: N/A
TAGS: BEXP CO
SUBJ: CONSULATE PROPOSES CATALOG SAMPLE DISPLAY SHOW FOR MAY

REF: MEDELLIN A-28, NOV. 27, 1973

SUMMARY: CONSULATE REQUESTS EMBASSY AND WASHINGTON APPROVAL TO GO AHEAD WITH A CATALOG/SAMPLE DISPLAY SHOW OF TEXTILE MACHINERY SPARE PARTS AND ACCESSORIES WHICH THE CONSULATE WOULD LIKE TO HOLD IN MAY. THE PROPOSED SHOW WOULD INITIATE PRACTICAL UTILIZATION OF THE CONSULATE'S NEW DISPLAY ROOM FACILITIES APPROVED IN THE FY1975 CCP. THE CONSULATE VIEWS THE SHOW AS A FURTHER EXPERIMENT IN SEARCHING FOR CONCRETE WAYS IN WHICH A SMALL CONSTITUENT POST CAN ACTIVELY PROMOTE US COMMERCIAL OBJECTIVES END SUMMARY.

1. THE CONSULATE HAS NOW COMPLETED AND DECORATED THE CATALOG/DISPLAY ROOM WHICH IT INITIALLY PROPOSED IN NOVEMBER, 1973 AND WHICH WAS SUBSEQUENTLY INCORPORATED INTO THE FY 1975 COUNTRY COMMERCIAL PROGRAM FOR COLOMBIA. THE CONSULATE HOPES TO INAUGURATE THE DISPLAY ROOM FORMALLY WITH SUITABLE PUBLICITY IN APRIL.

2. THE CONSULATE WISHES TO INITIATE PRACTICAL UTILIZATION OF THE NEW FACILITY BY STAGING A CATALOG/SAMPLE DISPLAY SHOW OF TEXTILE MACHINERY SPARE PARTS AND ACCESSORIES MAY 13-14& THIS MESSAGE REQUESTS EMBASSY AND WASHINGTON APPROVAL IN GOING AHEAD WITH THE PROJECT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEDELL 00039 072041Z

3. THE CONSULATE ENVISIONS A MODEST SHOW, IN KEEPING WITH ITS

LIMITED SPACE AVAILABILITY. THE PROPOSED EXHIBITION SHOULD, IN FACT, BE CONSIDERED IN THE LIGHT OF THE UNDERLYING QUESTION WHICH PROMPTED THE CONSULATE TO RE-EVALUATE ITS COMMERCIAL PROGRAM IN THE FIRST PLACE: WHAT CONCRETELY CAN BE DONE IN A SMALL CONSTITUENT POST LIKE MEDELLIN TO ACTIVELY PROMOTE US COMMERCIAL OBJECTIVES? SPECIFICALLY IN THIS CASE, CAN A SMALL CONSULATE PUT ON A SMALL BUT EFFECTIVE CATALOG/SAMPLE DISPLAY SHOW, DRAWING ON ITS OWN LIMITED RESOURCES AND THOSE WHICH IT CAN OBTAIN FROM COOPERATING PRIVATE BUSINESS?

4. THE CONSUL AND ECONOMIC ASSISTANT MET JANUARY 23 WITH 12 LOCAL REPRESENTATIVES OF US MANUFACTURERS TO DISCUSS THE FEASIBILITY OF PREPARING AND EXECUTING A CATALOG/SAMPLE DISPLAY SHOW. THE AGENTS WERE WARMLY RECEPTIVE TO THE IDEA AND WERE ENTHUSIASTIC ABOUT THE PRODUCT LINE WHICH EMERGED FROM THE MEETING, NAMELY TEXTILE MACHINERY SPARE PARTS AND ACCESSORIES.

5. THE PRODUCT LINE SELECTED HAS SEVERAL ADVANTAGES FOR KICKING-OFF THE NEW DISPLAY ROOM FACILITIES. FIRST AND FOREMOST, THE TEXTILE INDUSTRY REMAINS FAR AND AWAY THIS REGION'S SINGLE LARGEST INDUSTRY, MAKING IT ALWAYS AN IMPORTANT COMMERCIAL TARGET. ALSO, AN EXHIBITION IN MAY FEATURING TEXTILE MACHINERY SPARE PARTS AND ACCESSORIES WOULD BE A LOGICAL COMPLEMENT TO LAST JUNE'S SUCCESSFUL TEXTILE MACHINERY TRADE MISSION. ANOTHER FACTOR IS THAT 1975 WILL BE A YEAR OF RETRENCHMENT FOR THE COLOMBIAN TEXTILE INDUSTRY BECAUSE OF LAGGING FOREIGN AND DOMESTIC DEMAND. SEVERAL PLANT EXPANSION PLANS HAVE BEEN CALLED OFF AND EQUIPMENT PURCHASES OF NEW MACHINERY POSTPONED. UNDER SUCH CIRCUMSTANCES THE AGENTS OF US FIRMS AND THE CONSULATE CONSIDER IT A HIGHLY OPPORTUNE TIME TO EMPHASIZE US MANUFACTURED SPARE PARTS AND ACCESSORIES WHICH WOULD IMPROVE THE UTILIZATION OF EXISTING TEXTILE PLANT AND EQUIPMENT EVEN WHILE COMPANIES POSTPONE MAJOR NEW OUTLAYS. ANOTHER ADVANTAGE IS THAT MANY OF THE SPARE PARTS AND ACCESSORIES, IF AVAILABLE, WOULD BE SMALL ENOUGH TO BE PHYSICALLY MANAGEABLE IN THE MODEST CONSULATE DISPLAY FACILITIES.

6. MOST US TEXTILE MACHINERY MANUFACTURING FIRMS HAVE REPRESENTATIVES AND AGENTS IN THIS IMPORTANT AND LONG-ESTABLISHED MARKET. THE CONSULATE WOULD WORK CLOSELY WITH THE AGENTS IN PREPARING THE PROPOSED EXHIBITION. AT THE JANUARY 23 MEETING THE AGENTS EXPRESSED

UNCLASSIFIED

PAGE 03 MEDELL 00039 072041Z

GREAT ENTHUSIASM FOR THE PROPOSAL AND PLEDGED FULL COOPERATION. THEY WOULD ASSUME RESPONSIBILITY FOR OBTAINING CATALOGS AND, WHERE POSSIBLE, SAMPLE PRODUCTS FOR DISPLAY. THE CONSULATE WOULD REQUEST CATALOGS DIRECTLY FROM A FEW IMPORTANT US FIRMS WHICH MAY NOT HAVE COLOMBIAN REPRESENTATION. THE CONSULATE WOULD PLAN TO LIMIT THE NUMBER OF CATALOGS IN THIS SPECIALIZED PRODUCT LINE TO PERHAPS 25-35 TO ASSURE COMFORTABLE AND ATTRACTIVE PRESENTATION IN THE DISPLAY ROOM FACILITIES.

7. THE AGENTS WOULD BE PRESENT DURING THE TWO DAY EXHIBITION TO EXPLAIN THEIR PRODUCTS TO VISITORS. THE CONSULATE WOULD CONDUCT A DIRECT MAIL PROMOTION CAMPAIGN FOR THE EXHIBITION, WOULD WORK WITH THE USIS BRANCH PUBLIC AFFAIRS OFFICER ON A NEWSPAPER PUBLICITY CAMPAIGN AND WOULD ARRANGE THE PRESENTATION OF THE EVENT. ON THE EVENING PRECEDING THE OPENING OF THE SHOW THE PRINCIPAL OFFICER WOULD HOST A COCKTAIL AT HIS RESIDENCE FOR AGENTS AND THE MAILING LIST ADDRESSEES.

8. THE CONSULATE IS REQUESTING NO SPECIFIC ASSISTANCE FROM THE DEPT OF COMMERCE, ONLY ITS APPROVAL. OF COURSE IF A SPECIALIST IN TEXTILE MACHINERY SPARE PARTS AND ACCESSORIES COULD BE SENT TO ASSIST IN TECHNICAL EXPLANATIONS TO VISITORS DURING THE EXHIBITION, SO MUCH THE BETTER.

9. THE CONSULATE REQUESTS THE EMBASSY (A) TO PROVIDE REPRESENTATION FUNDS FOR THE KICK-OFF COCKTAIL& (B) TO COOPERATE THROUGH THE ATTENDANCE OF THE COMMERCIAL ATTACHE AND OTHER APPROPRIATE RANKING EMBASSY OFFICERS AT THE COCKTAIL AND OPENING OF THE EXHIBITION& AND (C) TO BE TOLERANT OF INCREASED MAILING AND STATIONARY COST RESULTING FROM THE DIRECT MAIL CAMPAIGN, WHICH IN ANY CASE WERE IMPLICITLY INCLUDED IN THE FY 1975 CCP.

10. THE CONSULATE WOULD ALSO BE CALLING ON THE EMBASSY FOR TECHNICAL ADVICE AND INFORMATION AS PREPARATIONS DEVELOP. FIRST QUESTION: CAN AGENTS REQUEST THEIR COMPANIES TO MAIL CATALOGS AND SAMPLES DIRECTLY TO THE CONSULATE TO AVOID ADUANA PROBLEMS AND DELAYS?

11. IN CONCLUSION THE CONSULATE IS AWARE THAT THE COMMERCE DEPT IS NOT ALWAYS RECEPTIVE TO POST-ARRANGED CATALOG SHOWS AND THAT THE CONSULATE PROPOSAL DOES NOT MEET ALL OF THE CRITERIA NORMALLY UNCLASSIFIED

UNCLASSIFIED

PAGE 04 MEDELL 00039 072041Z

REQUIRED FOR MUCH LARGER AND MORE AMBITIOUS CATALOG PRESENTATIONS. HO WEVER, THE CONSULATE BELIEVES IS PROPOSALS ARE WITHIN ITS CAPABILITIES AND RESOURCES AND ARE LIKELY TO RESULT IN A SUCCESSFUL COMMERCIAL PROMOTION EVENT. PLEASE ADVISE.
COOPER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 07 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MEDELL00039
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750046-0602
From: MEDELLIN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750263/aaaacegg.tel
Line Count: 159
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 MEDELLIN A-28, 75 NO27, 75 1973
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 22 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 SEP 2003 by RowellE0>; APPROVED <30 DEC 2003 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CONSULATE PROPOSES CATALOG SAMPLE DISPLAY SHOW FOR MAY
TAGS: BEXP, CO
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006